

Abstract of the Disclosure

A customer lead management system that relates to a system and method for collecting and organizing customer-marketing data, which is then made available to business representatives to assess. Specifically, using a computer network and, data on a potential customer's Budget, Authority, Needs, Timeline, and other related customer lead data is collected. After this data is collected the customer lead management system stores the customer lead data and ranks the viability of the customer based on the interest level of the customer lead and other variable criteria. The resulting customer lead profile is then stored in a database. The customer lead data is then capable of being accessed via a computer network by various companies that have goods/services that satisfy the needs and requirements of the customer lead. A company representative can be automatically notified when a customer lead profile has been updated.